

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

A

STUDY ON

**"The Role Of Digital Marketing with special reference to
"SuccessR Hirtech Private Limited"**

SUBMITTED BY:

Bipasha Pravin Senjil

B.com (Honours) VI Semester

PROJECT GUIDE:

Dr. RANJANA SAHU



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

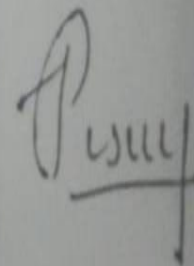
Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

INTERNSHIP CERTIFICATE

05.07.2021 - 30.09.2021

This is to certify that Ms. Bipasha Pravin Senjil has successfully completed the internship program in Digital Marketing at SuccessR Hrtech Pvt Ltd.



TEJASVINI PISE

Co founder and
managing director



Your Way to Success

To Whomsoever It May Concern

This is to certify that Ms. Bipasha Pravin Senjil completed her internship as a Digital Marketing intern in our organization from SuccessR HR Tech Pvt Ltd.

Duration of Internship-5th July 2021 to 30th September 2021.

We found her sincere, punctual and result oriented and wish success in career.

Sincerely,

A handwritten signature in black ink, appearing to read "Pise" with a flourish underneath.

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

SuccessR HR Tech PvtLtd

30.09.2021



Your Way to Success

Letter of recommendation

I highly recommend Ms. Bipasha Pravin Senjil as a candidate for employment. She was employed as a digital Marketing Intern with SuccessR hrtech Pvt Ltd from 5th July 2021 to 30th September 2021. She was responsible for the marketing analysis and was responsible with attracting the customers on a daily basis. SEO and SMEs, Managing the platforms of social media pages and working on keywords for the solar industry, Analysis in market research, cold calling, enraging with the customers

She has excellent communication skills. In addition, she is extremely organized, reliable and computer literate. She can work independently and is able to follow through to ensure that the work gets done. She is flexible and willing to work on any project that is assigned to her. She was quick to volunteer to assist in other areas of company operations as well.

She would be a tremendous asset to your company and has a highest recommendation. If you have any further questions about her background or qualifications, please get in touch with me.

Sincerely,

SuccessR Hrtech Pvt Ltd

Designated Partner

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

info@successr.in or tejasvinipise@successr.in

SuccessR HR Tech Pvt Ltd

30.09.2021



Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

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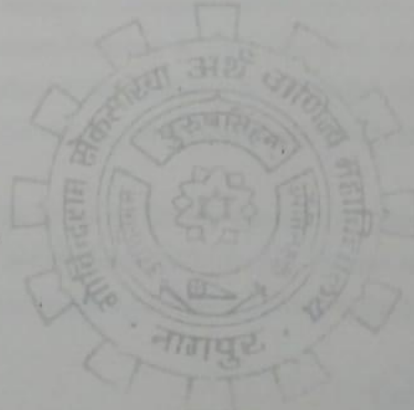
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CERTIFICATE

This is to certify that the said internship project report titled "A Study on the Role of Digital Marketing with special reference to SuccessR Hirtech Private Limited" has been completed & submitted by **Ms. Bipasha Senjil** as a part of partial fulfillment of mandatory requirement for the degree of B.Com (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12/04/2023

Place: Nagpur



Ranjana
Dr. Ranjana Sahu
Project Guide

Ranjana
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ACKNOWLEDGEMENT

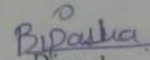
First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Success R. I am grateful to Ms. Tejaswini Pise Director, Success R Pvt. Ltd. for considering me for the internship in her esteemed organisation.

I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Success R Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Pooja Shukla, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12/04/2023
Place: Nagpur


Bipasha

Signature of Student

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CHAPTER 1

1.1 COMPANY PROFILE



SuccessR is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management.

Apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department. The company's broadcasted motive is - "Identifying and engaging the right people. That is what we do. But only if those people truly represent the answer to the question. The real question is rarely: who are you looking for? But often: where do you want your company to go? We chase the questions behind the question and help you to develop a sustainable talent strategy" Date of incorporation

3, July,2020

Company type

Non – Government (Private ltd by shares)

CIN

U72200MH2020PTC341402

Authorized capital

RS 100000

Paid up capital

RS 80000

➤ **OUR MISSION**

What we do

We're on a mission to improve the impact of human resources in organizations through sustainable talent acquisition and retention strategies.

Success R is on the mission to optimize businesses through human resources. By identifying the potentially right fit for the organisation.

➤ **OUR VISION**

Why we do it

We believe that HR is the most important department in any company. It holds things together and deals with innumerable human variabilities but often doesn't have the right tools to realize its full potential and deliver great results. We want to be the platform which harnesses this potential and helps the busine grow.

1.2 Company Introduction

Successr Hitech Private Limited is an unlisted private company incorporated on 03 July, 2020. It is classified as a private limited company and is located in Mumbai City, Maharashtra. It's authorized share capital is INR 1.00 lac and the total paid up capital is INR 1.00 lac. The current status of success hr tech private limited is active. The last reported AGM (Annual General Meeting) of successR hitech private limited, per our records, was held on 30 September 2022, Also as per our records, it's last balance sheet was prepared for the period ending on 31 March, 2022. Succusr hrtech private limited has two directors Tejasvini ishwar pise and meera ishwar pise. The corporate identification Number (CIN) of successr hrtech private limited is U72200MH2020PTC341402. The registered office of successr hrtech private limited is at Room No-6, PLOT No.22 KHERWADI Bandra (E), Mumbai City, Maharashtra.

Student introduction

As I recently doing the under graduation degree in B. Com Honour in G. S College Commerce And Economic's Nagpur I'm really interested to do the digital marketing internship in succusR Hrtech ptivate Limited Company. I know the internship is conducting

in online mood for 3 Months because of covid 19 ,and I'm glad to doing it.I'm excited to learn more about this opportunity and would gladly answer any QuestionsThank you.

1.3 Introduction of digital marketing



Digital marketing is the new method of marketing commodities using-digital technology, mostly through the internet. Digital marketing is built on the internet that can create and convert brand value from producer to the potential customer by various digital networks. The development of digital marketing has altered the method companies use technology for promotion, as digital podiums are progressively changed into advertising plans, as individuals use digit campaigns like mobile, computer/laptop and tablet instead of visiting physical markets. Digital-marketing elements like search engine-optimization is also called as organic method of ranking the website, pay per click or SEM, content-marketing, email-marketing, social media, social-media optimization,show promotion besides e-commerce marketing is becoming more common in advertising technology.

Marketing refers to the steps that the company takes to promote the buying of any products or services. The company seeks customers or consumers for their products or services via the help of marketing. Digital Marketing refers to the marketing of any product or service in digital form. For example, marketing using smartphones, computers,laptops, tablets, or any other digital devices. Digital marketing is a form of direct marketing that links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera . 'Digital marketing' was first coined in the 1990s. Digital marketing is also known as online

marketing', 'internet marketing', or 'web marketing'. It is known as 'internet marketing' because with the rise of the internet there is also high growth of digital marketing. The major advantage of digital marketing is that marketers can sell their products or services 24 hours and 365 days, lower cost, efficiency gain, to motivate the customer for more purchase and improve customer services. It helps many-to-many communications because of its excessive degree of connectivity and is generally completed to sell services or products in a timely, relevant, non-public, and cost-powerful manner. In 2005, there were around 1.1 billion internet users which consist of 16.6 percent of the population at that time. In 2020, the number of internet users is around 4.8 billion and the percentage population has increased to 62 percentage. And there is a direct connection between digital marketing and the internet. Countries like India and China have the highest number of internet users so they have a great opportunity.

1.4 CONCEPT OF DIGITAL MARKETING

It involves sum total of marketing work that usage of an electronic component and internet, -Businesses leverages various digital-ways-like-search engine, -social medias, -e-mail, website in addition offline marketing such as SMS and MMS to attach with present and potential customers. Digital marketing is also stated as online-or internet-marketing. In simple taking business online. DM is the-promotion of-business organization or Tbrand by means of various channel such like the TInternet, mobile devices, tv Tradio in addition to consuming different online advertising, podcasts, video and other such approaches to communicate messages. Internet promotion in specific plays a vital share in somewhat promotional plan and it is fetching the basis of numerous establishments complete

CHAPTER 2

2.1 Objective Of Study



Each marketing campaign being run by a company has some fixed objectives, it can be brand awareness or it can be lead generation. Digital marketing helps you completing your business goals by making them into different digital marketing objectives. When anyone wants to build their brand and want to grow their Business at fast pace, you have to be very clear on your Digital Marketing Strategies, with accurate and clear objectives of your Digital Marketing Plans. Whenever you follow and execute any Digital Marketing Strategy, this will not only build your Customer Base but also will help you to gain more Business and also in establishing you as a Brand. For example, if your business goal is lead generation. Make sure that you are putting your digital marketing disciplines are aiming to accomplish them.

Let's see the main objectives of digital marketing. These are some of the major objectives of digital marketing. Let's see them one by one and how can be they helpful for your business.

- **Brand Awareness:** Brand awareness is one of the important aspects and objectives of digital marketing. If your business is small or limited to a smaller area, you can use digital marketing methods to grow your brand's name.
- **Lead Generation:** If your business is getting less number of leads and you are not gaining any kind of profit or very marginal profit throughout the whole period, you need to concentrate on lead generation techniques.

- **Promotion for new services & products:** Planning to launch new products or services in the market? Then, your digital marketing objectives should be related to promoting those products and services.
- **Target Customers:** Increasing your business to new customers will significantly help in the increase of profit shares. You can opt for this objective if you already have a great client base and you want to get more clients, customers in your business to expand it.
- **Retaining Old customers:** Sometimes you do not have all the necessary things to expand or gather new customers to your business. And you also do not want to lose your regular and potential customers who are loyal to your business.
- **Increase Sales/Profits:** One of the major objectives of digital marketing is to increase the number of sales of your products and services. Ultimately it will increase the wealth of your business and your profit. It involves selling the right product and services to the right customers.
- **Expand Market:** If your business is doing well in a particular area and it is getting a good name & fame in its neighbour areas. You should definitely focus on expanding your hands to other parts also. Find out any other location, a market where you can find the right audience for your business and you can easily target them.
- **More Website Traffic:** Increase your website traffic, rank in google with the help of different techniques of digital marketing like SEO, OFF-Page SEO etc. More website will give your website more visitors, it will significantly increase your audience base.
- **Improve User Experience:** Reduce the bounce rate of your website, use digital marketing techniques to engage more audience on your website. Create a better website structure and customer feedback arrangement.
- **Less Costly:** Running Cost of Online Marketing Ads is almost ¼th of the Offline Marketing because through digital marketing you can directly target to potential audience at right location.

2.2 Scope of Study



- B2B: To generate leads, B2B marketers are active on social media platforms like LinkedIn and Twitter. They also often rely on PPC campaigns to reach their target audiences without spending too much money.
- B2C: B2C marketers focus on improving brand awareness and attracting customers to their websites and products using social media platforms like Facebook, Twitter, Instagram, and Pinterest.
- Paid search: Marketers pay Google and other search engine companies a fee whenever someone types in your keyword, and their ad is shown at the top of the search results (“PPC” model).
- Organic (or natural) search: This method takes more finesse than PPC since marketers are using keyword analysis and other search engine optimization (SEO) methods to naturally push their content to the top of the list of natural search results on Google and other search engines.
- Email marketing campaigns: Believe it or not, email marketing campaigns (if done properly) are still very effective at reaching your target market, and they’re also very accessible for small businesses.
- Content marketing: Publishing helpful articles, guides, tutorials, and other online content (in addition to webinars and podcasts) that engages your target audience is the essence of content marketing.

- Webinars: This is a great way to provide something of value to target consumers while also promoting your brand and products.
- Podcasts: Compelling audio content is another way to reach your audience and can be used in conjunction with other media for broader marketing campaigns.

2.3. Need of study

➤ Demand for Digital Marketers:

Most businesses understand the importance of going digital and digitizing their operations, so there is a huge demand for advanced experts in this particular field to promote their services. Even top global brands are on the lookout for new digital marketers who can help boost their businesses in the era of emerging innovations. So, if you study digital marketing, you are guaranteed to get a secure job.

➤ Easy to Start Career:

One of the most inclusive factors about digital marketing is that individuals from any background can switch to the field, provided they have the appropriate certifications and experience. You don't need a three- or four-year degree in a particular field to be successful as a digital marketer.

➤ Diverse and Popular Jobs:

Digital marketing gives a huge scope as this field is in high demand. Unlike other fields, there are a lot of career opportunities in digital marketing, that too with high pay scales. A person can also earn money as a freelancer digital marketer. One can have access to specializations like Email Marketing, Social Media Marketing, Influencer Marketing, Brand Marketing, Offline Marketing and much more.

➤ Entrepreneurial Skills:

When you choose to study from a recognized institution, you will learn behavioral skills. Digital marketers must have good communication skills, be quick on their feet to solve

problems, respond to changes in the market and have excellent skills to represent the brand they are promoting. To differentiate them from others give them entrepreneurial mindset.

➤ **Attractive Salary Package:**

As the digital industry continues to grow over time, the need for digital marketers has increased in the market. Companies offer attractive salary packages with excellent job opportunities. But the important factor here is that companies offer these amazing jobs with good salary package only to experienced digital marketers who have proper degree in curriculum and who make sure that they know everything about this field and understand.

➤ **Learning to Gain Business Insights:**

Digital marketing is not as easy or simple as creating an advertising campaign, it actually requires a lot of work. The most important part of these advertising campaigns is the need to study the results of your campaigns and in doing so one becomes a professional standing in the digital marketing field.

➤ **24/7 Flexible Jobs:**

You don't need to recruit an international marketing company or send your employees overseas to advertise around the world – social media ads can reach a global audience and run 24/7, while digital marketing can be automated can go. Smartphones with tons of apps, GPS-enabled maps and data that allow us to access the Internet have rekindled the appetite of advertisers all over the world.

➤ **Build Your Brand:**

As you understand digital marketing, you can learn to build your brand. You can start with something as simple as blogging. You can also start your own company.

➤ **Start Your Business:**

The digital marketer brings a good amount of knowledge in various online tools and platforms. It enables them to start their own business through online. They can start websites, create products and sell them to target audiences. They can work as DM consultants and even provide freelancing services.

➤ **Job Growth:**

Nowadays digital marketing has become the heart of any business. Therefore, a lot of opportunities are available and will be created in the future. It is also observed that the digital economy is growing at a faster rate than the offline economy. The main reason for this is also that companies know the benefits of digital platforms i.e. huge audience coverage, it is cost-effective, high profits.

2.4 Limitations of study



➤ **Limitations of Digital Marketing**

Before you start working on Digital Marketing and enjoy its benefits, You must also be aware of its Limitations or Disadvantages. It will assist you in making your Plans & deciding the Strategies. you will not feel regret afterward, Once you are of these Limitations. All sized businesses can benefit from Digital Marketing, No doubt. But there are certain limits to it. Let's understand the Limitations of Digital Marketing:

➤ **Technology Dependability:**

There are a lot of dependencies, That is about Technology Usage. Without the help of technology, you can't reach the essential peak in Digital Marketing. This means that Digital Marketing is not possible without the help of technology and tools. Another thing is the dependency on Internet Services. It may cause trouble for you if you lose internet connections, even for a while, As all your marketing related activities are on the Internet only.

➤ **Security and Privacy Issue:**

There is a fear of Security and Privacy as all the platforms are open here. Therefore, your personal information, confidential information about the company may leak in the hands of hackers, there is a risk of theft. So it is important to be aware of this.

➤ **Content Rights violation:**

There is huge competition in Digital Marketing. There is a huge competition. Competition with a competitor risks lower-level measures to overtake him, a fact that cannot be denied. This creates problems like a violation of Content Rights.

➤ **Quality of Product or Services:**

The biggest challenge in this competitive field is maintaining the grade and quality of your products or services. Unnecessary competition risks degrading the quality and thus deceiving our customers. So when you take your products and services online, it is important for your business to be cautious in this regard for the sake of business Trust and the Brand value

“Digital Marketing” is a topic that has a lot of potential and a lot to say about its comprehensiveness. It talks about the growth of business and trade. And that's just as true, Of Course. Taking care of things such as Timings, Right Audiences, Proper plans, and strategies, quality of products & services etc., does not take long to boost your business. So, we at new Digital Cafe urge our clients that: “You ensure Quality, We assure you Business.”

CHAPTER 3

3.1 Benefit's Of Digital Marketing

Digital marketing is any marketing strategy that uses electronic devices or digital tools to promote a product or service and measure the effectiveness of the strategy. Marketing campaigns are usually launched using a computer, cell phone, tablet or another device. They can take many forms, including online videos, display ads or social media posts.



Benefits To The Students

Benefits of Digital Marketing : The scope of digital marketing is increasing by leaps and bounds. In the previous decade, the Marketing world has changed a lot, and the mediums of marketing are also becoming more digital, audience targeting is more efficient than before. Therefore, businesses are now focusing more on digital marketing to boost productivity and minimize traditional marketing costs because most of people are on the internet.

- ✓ Digital Marketing Skill Includes:
- ✓ (SMM) Social Media Marketing
- ✓ Content Marketing
- ✓ (PPC) Pay-per-click marketing
- ✓ (SEO) Search Engine Optimization
- ✓ Website Promotions
- ✓ Email Marketing, etc.
- ✓ Benefits to the students

Discover the Professional in You:

The count of digital marketing jobs is booming. In the same way, there will be an alarming rise in the count of digital jobs in the years to come. Doing a digital marketing course and starting a career in digital marketing can be a wise choice for you. Mondo, a digital marketing firm in New York predicted that the demand for digital marketing executives would increase by 38%. You need to trace out the skill set that is demanded by the IT firms and prepare accordingly.

Embark your Career:

Unlike other professions where you need to complete your degree or diplomas to start up with your career, digital marketing does not require such prerequisites and this is the digital marketing course benefits for students who don't have a lot of money for doing graduation or masters.

A Wide Range of Career Options:

One of the digital marketing course benefits is that you will not be restricted to one specific job profile. You can work in a marketing team of any product or service-based company to market their Products or Services online. Even leading companies such as Google, Twitter, and Facebook provide a wide array of job opportunities in the digital marketing field.

Better Salary (Most Fascinating Advantage of Digital Marketing Course):

Yes, learning a digital marketing can benefit you in getting a better salary. It is a fascinating advantage of a digital marketing course. Since the scope of digital marketing is increasing rapidly, it will affect the budgets of individuals. The demand and supply for digital professionals are inversely proportional to each other. The need is more, and the supply is meagre.

Flexibility in Work Schedule:

Work Timings in digital marketing are always flexible. The complete task is based on the Internet. There are no worries about the working location. You can even work from home, so the location does not matter. Also, thousands of people keep on surfing the Internet 24x7. They may encounter a problem or a bug at any time. Thus resolving their issues at any point in time is more beneficial.

Deployment of Skills from one Company to Another:

Digital professionals can transfer their skills from one company to another. Since digital marketing is being used by small, medium and large scale companies, you can easily use the expertise gained to solve the problems of others.

Benefits to the Company/ Business

The group of potential customers found online is a much larger group of people than you are likely able to attract locally. Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable. This post will help you better understand the benefits of digital marketing so that you are better equipped with the tools you need to optimize your business.

Budget Friendly:

As a small business owner, you likely need to be very particular with how you spend your marketing budget. While traditional methods of advertising on billboards and newspapers can get very expensive very quickly, marketing on digital channels usually requires less investment and you can be more precise with who your ads are targeting so you know you're spending your marketing dollars on the people that matter to your business.

Reach:

Digital marketing allows you to reach out a wide audience quickly. People constantly spend more and more time on screens and digital advertising are present on almost every website we visit. By investing in digital marketing, you'll be showcasing your brand in front of people instantly. It's likely that 60% of your website traffic today is coming from mobile devices, and so a great opportunity lies in reaching these mobile consumers wherever they are.

Define your Audience:

You probably have an idea of who your target audience is and where to reach them. With digital marketing, reporting metrics will show you exactly who is interacting with your ads and on what channels - you may find new audiences you hadn't thought of before. You'll

also find that some audience groups outperform others, so then you'll be able to adjust media dollars accordingly.

Time Effective:

There's no waiting on third party print shops to print all your materials. You don't even have to leave your office chair to deliver the highest quality content straight to your audience. With all of your marketing being done in a time effective manner, you'll have more time in your day to think about the other aspects of your business.

Increased Brand Awareness:

It's no surprise that the average person spends a ton of their day online. In fact, Nielsen Total Audience, found that the average adult spends 11 hours a day interacting with some form of media online. In correlation, there is an average of 3.2 billion social media users worldwide. Utilizing social media platforms as part of your digital marketing plan will increase the number of people who know about your business and can recognize your name.

Benefits to the Society

Global Reach:

Traditional marketing is restricted by geography and creating an international marketing campaign can be hard, expensive, as well as labor-intensive. However, digital marketing happens on the Internet, which means that the reach you can achieve with it is immense. Even a very small local business owner has the ability to reach an international audience with an online store.

Local Reach:

While global reach is a significant advantage of digital marketing, it also improves local visibility, which is especially important if your business relies on nearby customers. Local SEO and locally targeted ads can be beneficial for companies trying to bring more customers to their doors.

Lower cost :

Whether you want to promote your business locally or internationally, digital marketing provides you with cost-effective solutions. It allows even the smallest companies to compete with larger companies using highly targeted strategies. Most of these strategies won't even cost anything at all to start with (such as SEO, social media, and content marketing).

Easy to Learn:

While there are many aspects of digital marketing that you need to learn, it is fairly easy to get started with. It gets more complex from the nature of the goals and the scale of the campaigns. However, it is all a matter of finding the right strategy that works for your business.

Effective Targeting:

Even if you don't have a clear idea of your target audience, digital marketing enables you to extract data to see which audiences will work best for you and optimize your campaign around them. There are many different options of targeting such as through keywords for search engine optimization (SEO), pay-per-click (PPC), or through demographic information on social media.

Multiple Strategies:

There are different strategies of digital marketing that can be used by different types of businesses. A B2B business that is interested in gaining international leads may have a totally different strategy than a B2C local business selling clothes. While some companies can benefit more easily with content marketing and SEO, others can benefit from conversion-based ad campaigns. The key is to always analyze the results and develop better tactics and methods with time. A well-executed digital marketing strategy is one that changes and adapts quickly as the needs of the business transform.

Here are some of the most common types of digital marketing you can choose from:

- * SEO-based content creation
- * Search engine marketing
- * Social paid ads
- * Video marketing
- * Forum engagement
- * Social media marketing
- * Email marketing
- * Local search
- * Remarketing
- * Influencer marketing

Multiple Content Types:

Another crucial advantage of digital marketing is the different content types available to showcase your brand online. For a lot of platforms, there is a wide range of content types you can choose from to keep your brand fresh and build effective online campaigns. Unlike traditional marketing, you can more easily reproduce one content to fit as many platforms as you want.

Here are some of the most common types of content that you can choose from:

- * Blogs
- * Podcasts
- * Emailers
- * Ebooks
- * Visual content
- * Infographics
- * Whitepapers
- * Quizzes
- * Social media posts
- * Webinars

3.2 Comparison between traditional and digital marketing



Traditional marketing is the most recognizable form of marketing. Most people are used to traditional marketing due to its longevity. Some examples of traditional marketing include tangible items like ads in a newspaper or magazine. It also includes a billboard, brochure, commercial on TV or radio, poster, etc. It is a non-digital way of marketing. Whereas digital marketing uses various digital channels to reach customers. Some comparisons are given below: Traditional and digital marketing comparison. The marketing strategy in which traditional marketing methods are used is called traditional marketing. On the other hand, a modern marketing tool used to convert prospects into leads is known as digital marketing.

Difference between digital marketing and traditional marketing are as follows:

Traditional Marketing:

- * It has easy connectivity.
- * It has a high reach.
- * The tools used in this method are magazines, posters, television, newspapers, radio, hoardings, banners, etc.
- * Less simple methods are involved in reaching a wide range of audiences.
- * One-on-One personal interaction is possible with this technique

Digital Marketing:

- * The techniques involved are advertisements, influencers, paid promotions emails, search engines., web applications, and mobile applications.
- * It involves marketing through digital media like Facebook, Instagram, Google, YouTube, etc.
- * It incorporates four phases: Planning, Conversation, Content, and Sequels.

* Content Marketing, Search Engine Optimization (SEO), Pay-Per-Click Advertising (PPC), Affiliate Marketing, Email Marketing, Instant Messaging Marketing (IMM), Search Engine Marketing (SEM), and Social Media Marketing (SMM) are the various types of digital marketing.

3.3 Important of digital marketing :

- Internet marketing is endlessly more moderate than any offline marketing techniques. It can reach a wider audience easily .
- In digital marketing results can be followed and monitored easily with the help of various tracking software. Rather than leading costly client research, organizations can rapidly see client reaction rates and measure the achievement of their promoting effort continuously, empowering them to design all the more adequately for the following one [11].
- Collecting feedback from customers is easy to compare to traditional marketing mediums such as TV, radio, or billboard. They can easily give feedback on any product using a website in online marketing which helps a businessman to redesign themselves in their specific domain.
- It helps in advancing a business through the online medium like web or portable subsequently arriving at a large number of clients in a second. Numerous little and huge organizations are following the methodologies of web-based showcasing to underwrite themselves globally [15].
- Digit advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth. While the internet is maybe, the channel most firmly connected with digital marketing, others incorporate remote content informing, portable applications, advanced TV, and radio channels.
- Digital marketing is moderate, targetable, and quantifiable and thus organizations do it and advertisers love it.

3.4 Advantage's And Disadvantages Of The Study



Advantage's

Technology is changing rapidly and it also has affected consumer's buying behavior. Below is given some advantages digital marketing brings to the consumer:

- In the year 2020 consumers can access the internet any time from any place in the world. And due to the digital nature of digital marketing consumers can stay updated about any product or service 24/7 times [10].
- Due to the internet consumer can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumer's engagement and improved their experience.
- In traditional marketing, there is a little chance that consumers can be misinformed by salespeople, but in digital marketing, consumers get clear and accurate information about any product or service. And the internet gives exhaustive item data that clients can depend on and settle on a buy choice.
- Many different companies promote their product through digital marketing, so it becomes convenient to compare products of the different companies for the consumer. They don't need to visit various retail stores to compare products [1].
- Internet is available all day so there is no restriction on time and customers can buy the product any time [14].

- Due to the digital medium viewer can share information and characteristics about products or services with others [1].
- The organization shows the costs of items through digital channels and this makes costs extremely understood and straightforward for the consumer. The company also changes its prices on any holiday or festival to give a discount and is very transparent to the consumer.
- In traditional marketing first consumers watch advertisements through posters, TV, or any traditional way and visit a retail store to buy them. But in digital marketing when consumers see advertisements they can buy the product instantly through digital media [14].

Disadvantages

In today's era digital marketing has many advantages though it has a few disadvantages that are discussed below:

- A competitor can easily copy the digital marketing campaign of others. Brand names or logos can be utilized to swindle customers [14].
- If the internet connection is slow or there is some problem with websites, then websites may take too much time to open and the customer will not wait much and leave.
- In traditional marketing, customers can physically touch the products to verify but it is not possible in e-commerce.
- Though India is digitalizing, many customers still don't trust the online payment system or don't know [11].
- The absence of trust of the clients due to the enormous number of fakes concerning virtual advancements. Fair organizations might be influenced since their picture and the notoriety of value can endure harm [14].

- There are many cases when users ordered products through pay on delivery method with no intention of buying using a fake id. This shows a loophole of pay on the delivery method.
- Digital marketing is profoundly reliant on the internet/technology which can be inclined to mistakes [10]
- Digital marketing isn't yet grasped by all individuals: some customers, especially more established ones don't believe in a computerized climate, wanting to utilize the traditional strategies.

3.5 Challenges facing digital marketers

- There are numerous advantages of using digital marketing for promoting products and services yet a digital marketer needs to face some challenges. The difficulties are as per the following:
- Consumers use different digital devices and various digital channels and those devices have various digital channels that lead to the proliferation of digital channels. And Marketers face difficulty in choosing medium and audience [11].
- Digital marketing is extremely cheap compared to traditional marketing and it covers every small business which leads to intense competition [15].
- Consumers leave behind a gigantic amount of data in digital channels every time they visit the channel. It's amazingly hard to understand such data, just as locate the correct data inside detonating information volumes that can assist you to make the right choices.

3.6 Role Of Digital Marketing



The role of a digital marketer is to manage marketing campaigns promoting a brand as well as its products. They have a huge role in increasing brand awareness as well as driving traffic and acquiring leads and customers. Digital marketers put all the efforts into understanding the brand tonality, relevant and ongoing trends, choosing appropriate channels for running marketing campaigns and devising digital marketing strategies. The role of digital marketing also entails identifying and evaluating new digital technologies through web analytics tools and measuring traffic on the website for optimizing marketing campaigns.

Digital Marketing Manager (DMM):

The DMM plays a pivotal role in conducting and promoting digital campaigns to create brand awareness virtually. The primary work responsibility includes planning a project layout, developing the project schedule, setting objectives and managing project finances.

Content Strategist (CS):

The primary work role of a CS is to develop engaging content relevant to the business objectives and target customers. Thus, the CS communicates a brand in a convincing and informative way to the consumers to boost brand value.

Conversion Rate Optimizer (CRO)/Conversion Rate Manager:

One of the significant roles in Digital Marketing, CRO enables to acquire new customers by modifying and developing components of the company website. It allows the companies to maximize the chances of converting their ‘website visitors’ to ‘lead consumers’ before they close the tabs.

Pay-Per-Click (PPC) Specialist/Manager:

The PPC Specialists/Managers monitor the online PPC promotional campaigns which are inclusive of strategy formulation, designing, execution, SEO and impact evaluation of the advertisements.

Search Engine Optimizer (SEO)/ Search Engine Marketing (SEM) Specialist:

The SEO/SEM specialist has an important role to make digital marketing success. The SEM specialist evaluates, appraises and incorporates changes to the company websites for effective retrieval by the search engines.

Email Marketing Specialist (EMS):

An EMS is a virtual marketer that maintains customer details by building up email lists and executing promotional campaigns by initiating emails.

Consumer Experience/User Experience (UX) Designer:

UX designers are not only technical and design experts, but also have a good understanding of human attitudes and mentalities. UX designers generate websites, products/services, and applications to enable customers to follow up through their entire purchasing journey. Thus, it helps the companies to improvise sales, retain existing customers and acquire new customers.

Analytics Expert (AE):

Technological advancement has led to the emergence of machine-based intellect in the form of ‘Artificial Intelligence’ (AI) and ‘Internet of Things’ (IoT). As a large volume of data and information is gathered using these computing technologies, it requires to be sorted, organized and analyzed effectively.

responsibilities effectively, we have designed an orientation program to get you up to speed on what expected of you.

1. Introduction to successR Pvt Ltd:

The first part of the orientation program. will be an introduction to the company we will provide you with an overview of our mission,vission, and as well as the products and services we offer.

2. Understanding the target audience: digital marketing intern, will be responsible for creating contant that resonate with our target audience. Therefore, it is important to have a clean understanding of who they are, what they like, and what they need. We will provide you with deteried information on our target audience and their preforme.

3. contant creation: In this part of the orientation program,we will provide you with an overview of the process at successR Pvt Ltd. This will include understanding our content style guide, crating compelling hadlines, structure and using appropriate tone & voices.

4. SEO and keyword research: understanding sarch engine optimization (SEO) and how to conduct keyword research is essential to crating engine, we will provide you with an introduction to SEO and show you how to conduct keyword research.

5. Tools and resources: There are a variety of tools and resources available to digital marketing that can make the digitalization process more efficient and effective. We will provide you with an overview of the tools and resources we use at successR Pvt Ltd.

6. Performance metrics and analysis: The last part of orientation program will focus on understanding performance metrics and analysis you will learn how to use tool like Google Analytics to track the performance of your contant and how to analyze the data to make informed decision about future digitalization.

We believe that this orientation program will provide you with a solid foundation to be successful in your role as a digital marketing at successR Pvt Ltd. If you have any questions

or concerns, please do not hesitate to reach out to your manager or the HR department. We wish you all the best in your new role.

Work:

Writing assignment: The intern's were given writing assignment that covered different topics and niche. The assignment include blog posts,social media posts,product description,and website copy.

As a digital marketing intern for successR Pvt Ltd. Your task is to develop a digital marketing strategy that aligns with the company's marketing objectives and target audience.

A calendar for the next three months, including at least two contant pieces per week.

Week 1:

Topic

1. Is Youtube important for marketing?



Yes YouTube is important for marketing Not only is your audience on YouTube, but as the internet's second largest search engine, YouTube can help improve your SEO and overall brand presence. YouTube allows marketers to present unique content that's easy for viewers to consume and share.

YouTube marketing can be an intimidating tool for brands. It combines a strategic principle — SEO — with one of the most resource-intensive forms of media — video.

2. Which are the easiest outdoor sport's?
3. How we encourage children's to play outdoor sport's?

Week 2:

Topic

4. Video marketing



Video marketing describes the use of video content to promote or inform audiences about your brand and products. Brands can use video across a variety of digital channels and formats, including their own website, social media marketing, programmatic advertising, and more.

5. Impact of outdoor sport's on health

6. Best way to heal from the mental stress between the pandemic

Coping with stress during the COVID-19 outbreak 

 <p>It is normal to feel sad, stressed, confused, scared or angry during a crisis.</p> <p>Talking to people you trust can help. Contact your friends and family.</p>	 <p>Be aware that not everything you hear about the virus may be true.</p> <p>Stay updated and use information from trusted sources, like your health authority, World Health Organization (WHO) or your local Red Cross or Red Crescent.</p>	 <p>Limit worry and agitation by lessening the time you and your family spend watching or listening to media coverage that you perceive as upsetting.</p>
 <p>Draw on skills you have used in the past that have helped you to manage previous adversities and use those skills to help you manage your emotions during this outbreak.</p>	 <p>If you must stay at home, maintain a healthy lifestyle including proper diet, sleep, exercise and social contact with family and friends at home and remotely.</p>	 <p>Deal with any emotions you may have in a healthy manner.</p> <p>If you feel overwhelmed, talk to a health worker or counsellor. Have a plan, where to go to and how to seek help for physical and mental health needs if required.</p>

Source: OMS

Week 3:

Topic

7. What is digital marketing.

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

8. How social media helps digital marketing



9. Why saving is important



Saving money is vital. It provides financial security and freedom and secures you in a financial emergency. By saving money, you can avoid debt, which relieves stress. However, despite knowing the importance of savings, we often lose sight of it and spend more of our money in the present.

Week 4:

Topic

10. Benefits of work from home

CAREERCLIFF.COM

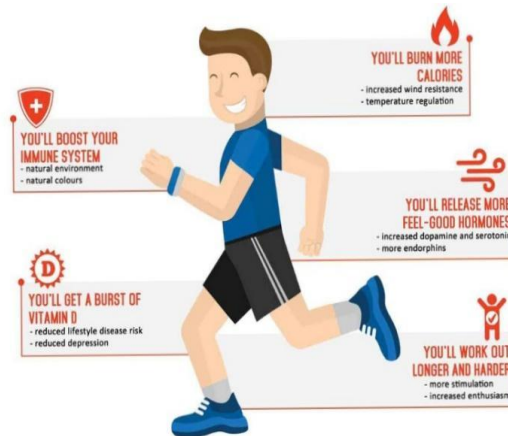
BENEFITS OF WORKING FROM HOME

1. Your Office Can Be Any Kind.
2. Your Office Can Be Anywhere—and I Mean Anywhere!
3. You'll Save Money.
4. Your Schedule Can Be Your Own.
5. You Can Learn More and Become More Independent.
6. You Can Actually Have Enjoyable and Effective Meetings.
7. You Can Keep in Touch More Easily—and Maybe Have Some Fun Doing It!
8. You Can Keep in Touch More Effectively.
9. You Can Stay More Focused.
10. You Can Avoid Office Politics.

SOURCE: THEMUSE.COM

The infographic features a yellow background with a small house icon on the right side. The text is arranged in a list format on the left, and the title is in large, bold, black letters on the right.

11. Application of outdoor sport's on physical and mental health



Outdoor sports such as running and hiking significantly reduce stress, anxiety, and depression. These activities can also help in physical development and provide a distraction from any mental health issues kids may face growing up. Therefore, outdoor sports can be essential to promote good mental health in children!

12. Can social media marketing really help my business

Social media can help your business to:

- attract customers, get customer feedback and build customer loyalty
- increase your market reach, including international markets
- do market research and reduce marketing costs

Week 5:

Topic

13. Features of digital marketing

The 4 Ps of marketing include product, price, place, and promotion. These are the key elements that must be united to effectively foster and promote a brand's unique value, and help it stand out from the competition.

14. How to grow digital marketing skills

Focus on enrolling in an online course to develop your online marketing skills. You can consider taking specialised SEO, PPC, email marketing and social media marketing courses. Educational and certified courses can sharpen your skill set and expand your knowledge of digital media.

15. Advantages of digital marketing



Week 6:

Topic

16. Why outdoor sport's should be encouraged.

Through physical outdoor activities they can improve their speed, strength, stamina and motor skills.

17. Is outdoor sport's safe for children's

Children and teens who spend time playing outside and enjoying nature can be: Physically healthier. Children play harder outdoors than indoors and they need daily opportunities to do so. More outdoor time is linked with improved motor development

and lower obesity rates and myopia (nearsightedness) risk. Safely getting some sun also helps us make vitamin D that our bodies need to stay healthy and strong.

18. What are the skills and responsibilities of a good counselor?



Week 7:

Topic

19. How to deal with financial problem?

- Identify the problem
- Make a budget to help you resolve your financial problems
- Lower your expenses
- Pay in cash
- Avoid buying new
- Increase your income

20. Challenges occur in digital marketing.

- A customer-centric market
- Crating engaging content
- Mobile friendly approach
- Omnichannel marketing strategy

Group Task:

Topic

digital marketing research

digital marketing a framework review and

research We develop and describe a framework for research in digital marketing that highlights the touchpoints in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact

when nothing is what it seems: digital breakthrough continue to challenge prevailing understanding of markets and marketing practice bringing exciting opportunity to reimagine our offering

digital marketing strategies that multiple finds appealing motivating or just annoying

There has been little academic research

focused on what types of digital marketing

strategies are preferred by millennials and

which this paper helps fill the need for further research into identifying.

The types of digital marketing what does

marketing research mean when companies can track every tick of the decision making process? How can they shift from, to fully capitalise on the opportunities the new marketing research offers the firms often requires a reinvention of the marketing research.

Outcome And Learning As An Intern:

Communication: Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to college-level expectations. Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.

Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions. Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.

Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating

team members to perform. A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement. Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively, exercising leadership where appropriate, and demonstrating collegial behavior appropriate in professional relationships.

Comprehension and Application of New Media: Students should demonstrate their understanding of the various new medias such as; social media, mobile technology, web analytics, search engine optimization, viral advertising. As well as be able to express ideas and concepts through the development and creation of digital content for effective marketing by implementing and assessing strategies for social media, designing and evaluating the effectiveness of interactive web sites and analyzing digital marketing strategies through SEO, PPC, UX to increase web traffic flows, enhance visibility, increase consumer satisfaction and response rates.

Synthesis and the Foundational Knowledge of Business Disciplines: Students will demonstrate a solid understanding of core business principles in the primary areas of digital marketing, web technologies, new media and management, as well as the interconnectedness of these disciplines in the running of an organization. Students will be assessed in the form of strategic plans and tests that employ strategic thinking, visioning and the development of strategies intended for organizational improvement and growth within a global environment.

Digital Ethics: Students will recognize ethical and moral issues, identify needed actions, and demonstrate the moral courage to implement them. They will also review questions of ethics, privacy issues with social media, conflict, and citizenship to frame understanding of digital marketing. They will embody integrity in their work and actions, honor confidentiality, articulate the integration of their faith and understand and follow generally accepted codes of conduct in the field of marketing and in business.

CHAPTER 4

4.1 Conclusion:

It can't be rejected that the world is quickly moving from simple to the digital world. Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platforms they use play an ever-developing function in their lives. The main aim of digital India is to promote digital media. Because people can use digital platforms any time anywhere from the world, companies need to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitions and will eventually shut down.

When customers want to buy any product online, they can easily get product information and can compare with other products without visiting any retail store or shopping mall. It shows that consumers are more inclined towards online buying rather than visiting a retail store. As consumer's buying behavior is changing companies also need to change their advertising strategy and embrace digital platforms for marketing.

4.2 Suggestions for SuccessR pvt. ltd regarding their digital marketing internship program.

Here are some recommendations:

1. Clearly Define the Internship Role:

The first step to a successful internship program is to have a well-defined role for the interns. Ensure that the job description is clear, highlighting the responsibilities, the skills required, and the expected outcomes. This will help the applicants understand the role better and provide you with quality applications.

2. Provide Structured Training:

Make sure to provide the interns with structured training that covers the basics of content, SEO, and other related topics. This training will not only help the interns perform better but will also contribute to the success of your company.

3. Assign a Mentor:

Assign a mentor to each intern who can guide them through their tasks and provide them with feedback on their work. This will help the interns improve their skills and gain more confidence in their work.

4. Set Realistic Expectations:

Set realistic expectations for the interns, such as the number of articles they need to write per week, the expected quality of the content, and the deadlines. This will help them understand what is expected of them and work towards meeting the expectations.

5. Provide Feedback:

Regularly provide feedback to the interns on their work. Positive feedback will encourage them to continue their good work, while constructive criticism will help them improve their skills.

6. Offer a Stipend or Other Benefits:

Offering a stipend or other benefits to the interns can attract more applicants and increase the retention rate. It also shows that you value their work and appreciate their efforts.

7. Encourage Creativity:

Encourage the interns to be creative with their writing and come up with new ideas. This will not only make their work more interesting but will also help your company generate fresh and unique content.

Overall, a well-structured internship program can benefit both the interns and the company. With the right guidance and training, the interns can develop their skills and contribute to the success of the company.

4.3 Recommendation:

Internet usage, both on desktops and mobile, has been increasing at an exponential rate over the last decade. In recent months, users have defaulted to their electronic devices as a window to the world, providing a unique opportunity for businesses.

Unfortunately, a lot of companies don't delve into the online advertising space. Those that do usually fall far short of the audience their online presence is capable of reaching.

CHAPTER 5

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